

Land Use Framework

Draft 4-09-05

Essential Retail Development Standards

It is often said that retail development is the hardest part of any kind of development project to "get right". With this in mind, conditions affecting successful pedestrian-oriented retail development have been examined by the retail development industry and applied to shopping malls and "lifestyle centers" – the very competition that downtown Lincoln now grapples with.

Historic Main Streets

Essentially, these principles and requirements resulted from the experiences of main street merchants in historic downtowns over the first half of the 20th Century. With the demise of the traditional main street, however, these fundamentals have been forgotten in downtown Lincoln.

Retail Development Standards

The intent of the Essential Retail Development Standards is to establish a template that prescribes only those requirements that are necessary to create a competitive, whole and integrated retail development:

- Required Ground Floor Retail
- Build-to Lines
- Active Edges

These requirements must be adhered to rigorously in the primary retail core, more moderately in the secondary retail area. Further description of each requirement follows below and on the pages that follow.

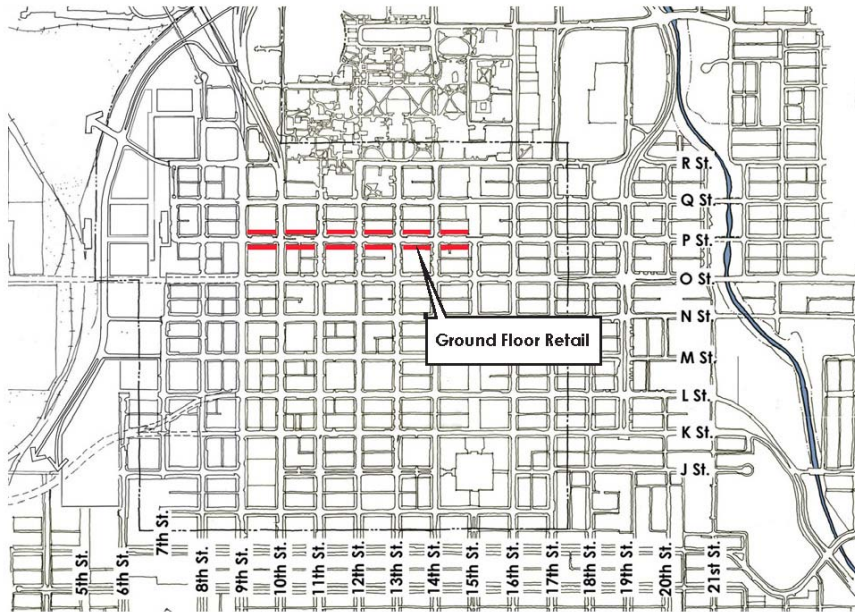
Required Ground Floor Retail

Successful retail streets are not interrupted by inappropriate uses. To maintain a vibrant retail atmosphere, continuous edge-to-edge storefronts are required. Inappropriate uses that disrupt the retail corridor should be discouraged (i.e. real estate offices and banks).

Ground Floor Retail

5th St. 6th St. 7th St. 8th St. 9th St. 10th St. 11th St. 12th St. 13th St. 14th St. 15th St. 16th St. 17th St. 18th St. 19th St. 20th St. 21st St.

J St. K St. L St. M St. N St. O St. P St. Q St. R St.



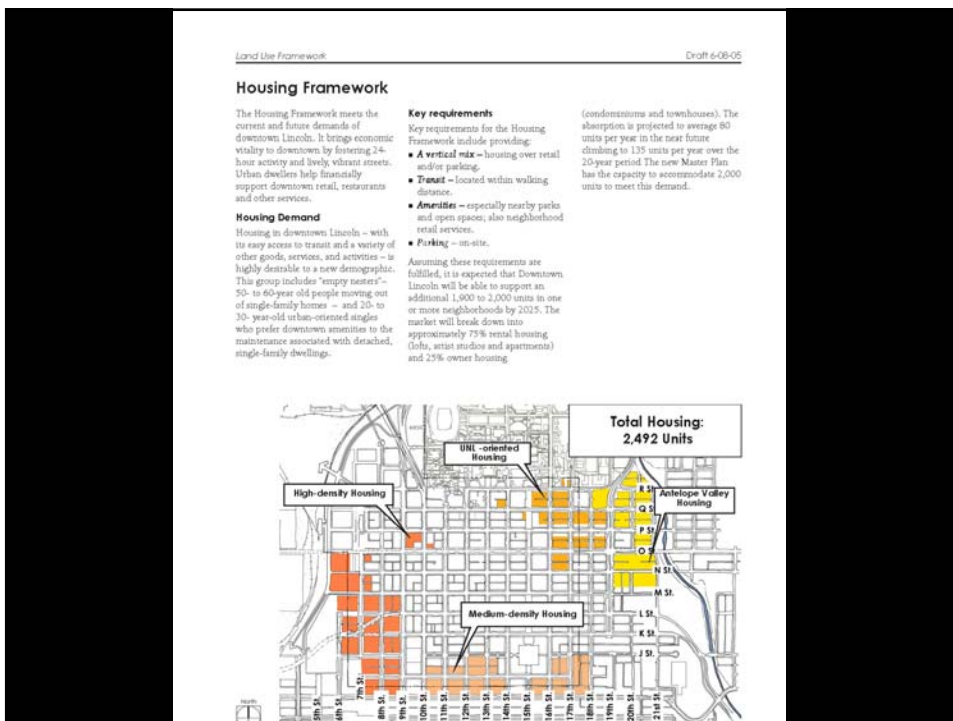
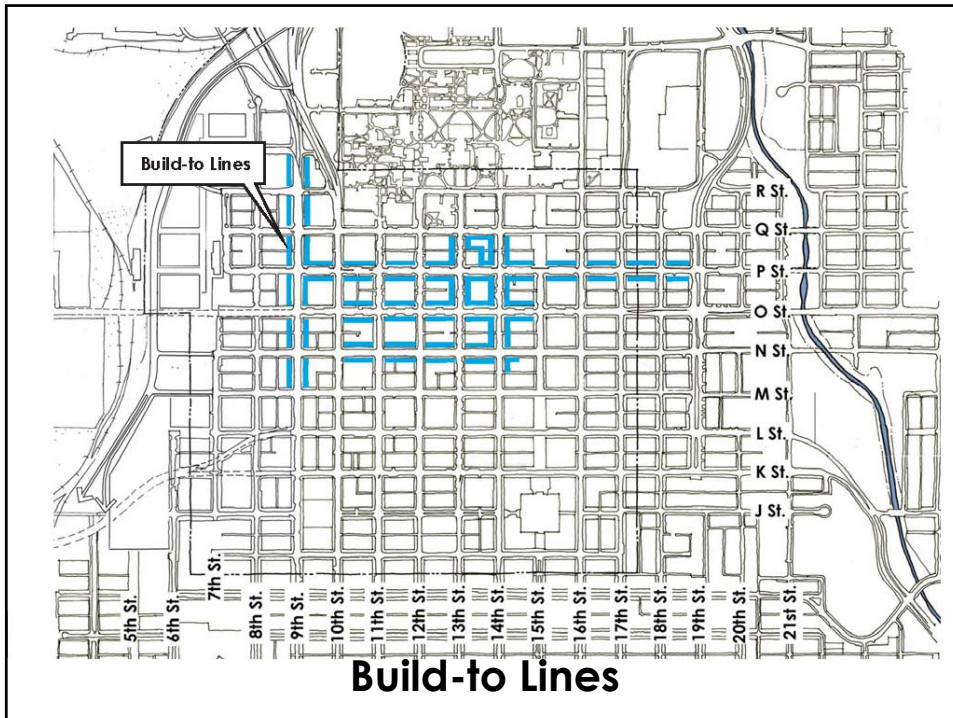
Ground Floor Retail

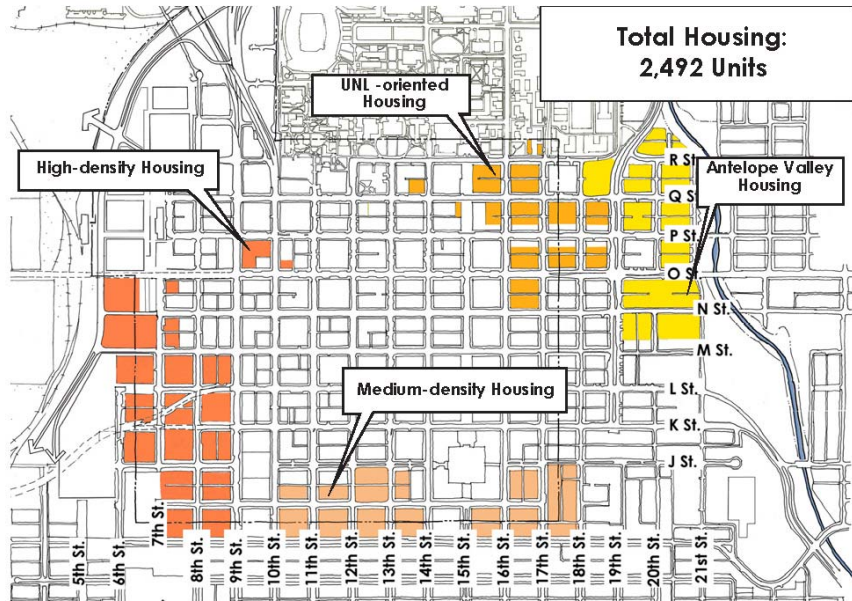
Build-to Lines

Consistent minimum setbacks along the street will create a "street wall" and provide a comfortable sense of enclosure for the pedestrian.

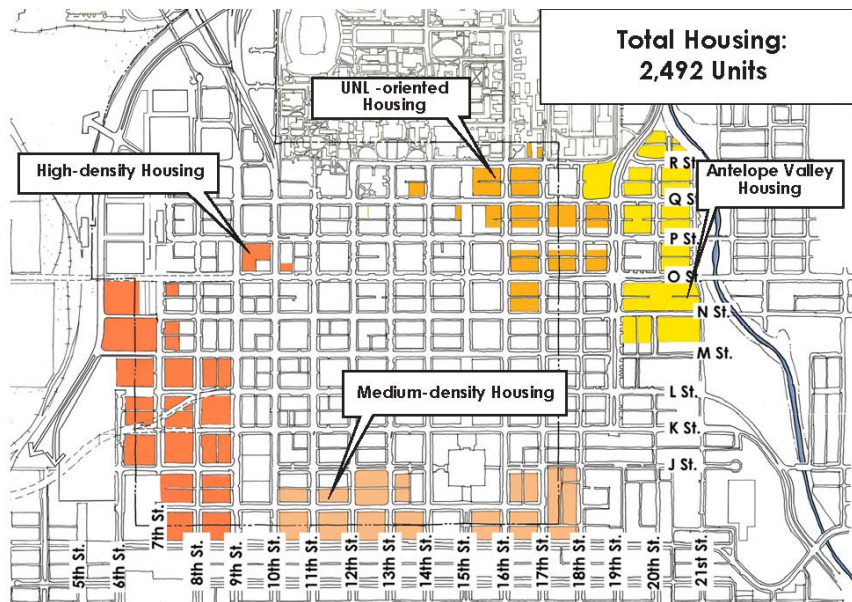
- Construct buildings up to the right-of-way line.
- Prohibit forecourts, gardens or other setbacks.







Housing Framework



Housing Framework

High-density Housing

The south Haymarket District affords a unique opportunity to develop a significant amount of urban housing. The area – bounded by the Harris Overpass, G Street, the railyards and Qth Street – offers significant benefits:

- **Industrial or warehouse buildings** – many existing and historic buildings (such as the K Street Power Station) can be preserved and converted to a higher and better use.
- **Underutilized or vacant parcels** – including a significant number of sites that accommodate infill, high-density construction.
- **Amenities** – planned transit, new parks, stores and services within easy walking distance.
- **Innovative housing opportunities** – work-live, "artist lofts" or other unique housing types that are likely to occur only in older, underutilized buildings.



Employment Framework

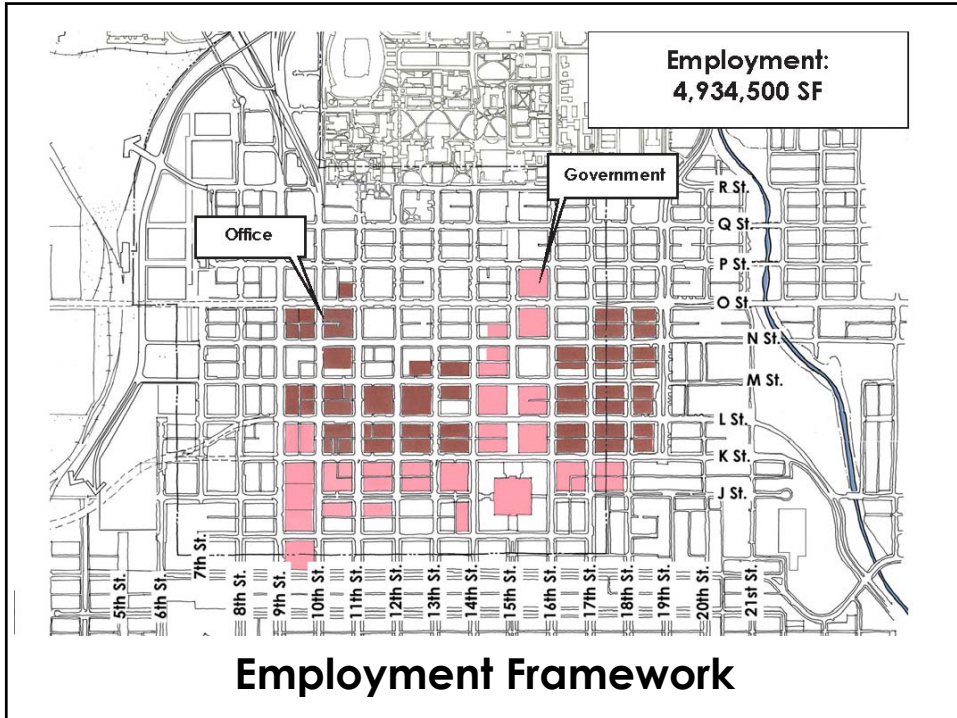
The Employment Framework provides new office development sites with floor plate sizes and configurations to attract "Class A" tenants.

It easily accommodates projected demand for an additional 2.3 million square feet of office space in downtown by 2015, and builds on Lincoln's financial, government, institutional and education-related uses and districts.

The framework provides:

- **Easy walking distance to services** – transit as well as retail and business services within quarter-mile of offices.
- **Parking** – sufficient, convenient spaces.
- **Nontraditional live-work job opportunities** – within renovated or new mixed-use buildings.





Convention, Arena and Conference Center Framework

West Haymarket offers a significant opportunity to provide arena, convention, and headquarters hotel facilities.

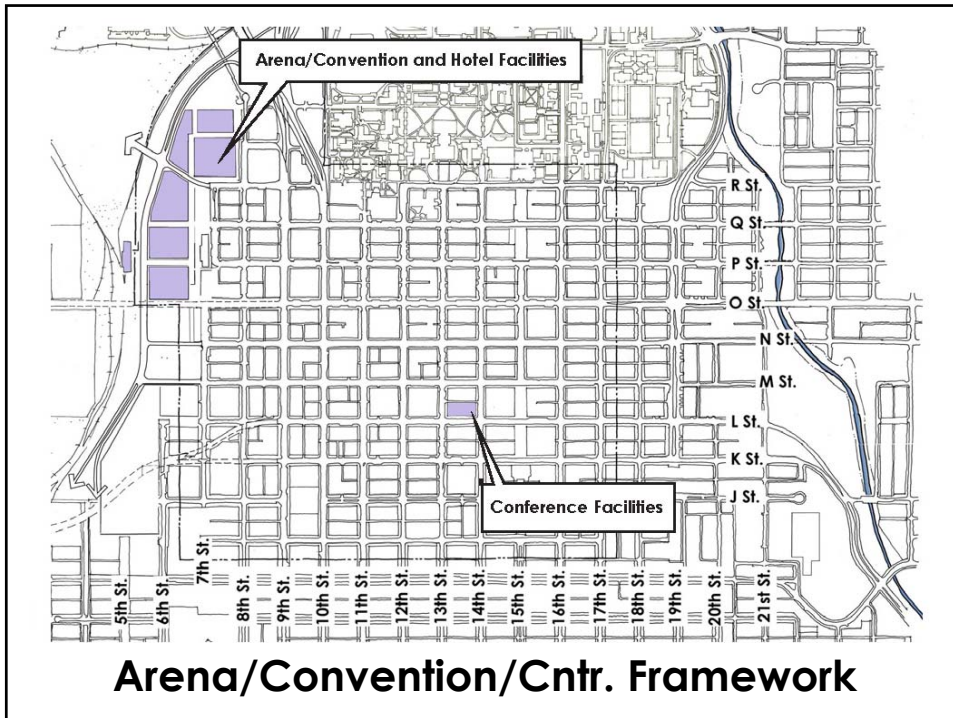
Currently Lincoln has limited convention and meeting space, lacks a convention "headquarters hotel," and its Penning Auditorium is too small and dated to compete with other venues in the region.

The framework provides a strategy for the clustered development of venues that can meet these needs. The framework can accommodate (at a minimum):

- 12,000 to 18,000 seat arena – redevelopment of the existing post office offers adequate building site footprint (up to 600' x 600').

- **Mid-sized convention center** – development of a "flat floor" facility that includes 40,000 SF of exhibit space, 20,000 SF ballroom and 15,000 SF of "break-out" meeting rooms. Most importantly the area offers ample opportunity for expansion of these uses.
- **Headquarters hotel** – attached with an all-weather connection to the convention center and arena.
- **Parking structure** – efficient, easy-to-use layout with minimum 240-wide floor plate containing four bays.
- **Conference Center Expansion** – Planned conference center expansion for the Cornhusker hotel.





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Draft 6-06-05

Mutual Benefit

Clustering these new venues in the West Haymarket area would also mutually benefit existing nearby uses:

- **Athletic facilities** – Parking and other facilities could be shared with Haymarket Park and the UNL Memorial Stadium, strengthening each.
- **Haymarket District** – dining and entertainment establishments would gain an influx of new patrons within walking distance.
- **P Street retail corridor** – primary downtown shopping district also within walking distance of this new customer base.
- **Downtown “edge” location** – would be an advantage for these facilities, with their large footprint, inward-orientation, and limited hours of operation, they can create “dead zones” and pedestrian-unfriendly edges. Located on the edge of the railroad, these impacts would be minimized.

The framework would require some changes to the existing site area:

- **Right-of-way acquisition** – of railroad property.
- **Relocation of rail tracks and station** – Amtrak station and BNSF railroad tracks would have to be moved approximately 400-500’ west of their current locations.
- **Relocate main post office to new Lincoln location** – facility would be demolished and relocated elsewhere in Lincoln.
- **New roadways** – to provide direct and convenient access for automobiles and trucks, thereby minimizing traffic impacts on the Historic Haymarket District.

New Arena

New Convention Center

New Station

R St.

O Street

Education/UNL Framework

The University of Nebraska, other educational institutions, and downtown businesses and residents alike can benefit from working with each other and coordinating their development plans.

Mutual Benefit

The location of a university directly adjacent to a thriving downtown can provide benefits for all parties:

- **A unique recruiting tool for the University** – downtown can help attract a student body that values the urban services and amenities which are becoming more important to students nationwide. Kansas University in Lawrence and the University of Colorado in Boulder are two such examples.

- **An underserved market for downtown to reach** – businesses that focus on university students, faculty and staff are currently lacking in Lincoln. Development of those within walking distance of the University is a vast market for downtown to capitalize on.

A Strategy for Integration

The Education Framework establishes a strategy for the integration of University of Nebraska campus needs and facilities into downtown Lincoln. The framework:

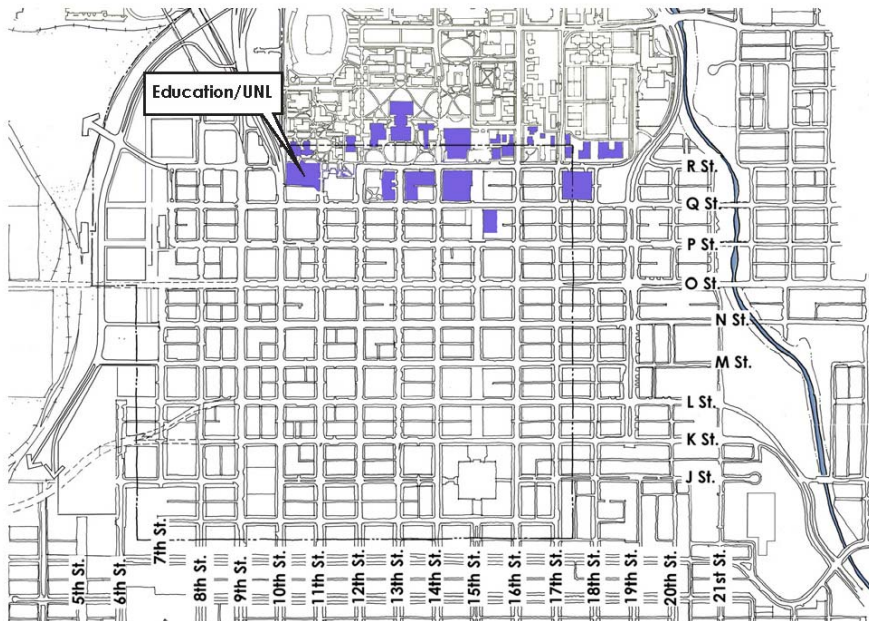
- **Incorporates the "copper zone"** envisioned in the campus master plan – the blocks between R and Q streets where town and gown overlap would be supported and enhanced.

- **Discourages "campus creep"** – University expansion in downtown is adequately provided for and clearly defined.

- **Encourages development of a mix of compatible uses** – student housing, arts, administration and similar uses should be encouraged in this "campus zone" of downtown.

- **Pedestrian orientation** – New development should emphasize a pedestrian-friendly environment in planned infrastructure improvements such as the downtown promenade loop, which contains a segment on R Street by the campus.

- **Enhances urban character** – increased density and lot coverage are encouraged as opposed to low, sprawling new development.



Education/UNL Framework

Arts and Cultural Framework

Downtowns thrive when they meet the needs of all potential users. And national surveys indicate that visitors and tourists account for 25% of users of businesses and facilities in successful downtowns. These groups often come to downtown to use or attend special events at arts and cultural venues.

Lincoln is fortunate to have a core of successful public and private art and cultural venues, such as the Lied Center, the Sheldon Memorial Art Gallery and the Children's Museum, that attract people to the city.

The arts and cultural framework is intended to:

- **Cluster arts and cultural uses** – 12th Street and Centennial Mall are planned as the primary corridors for

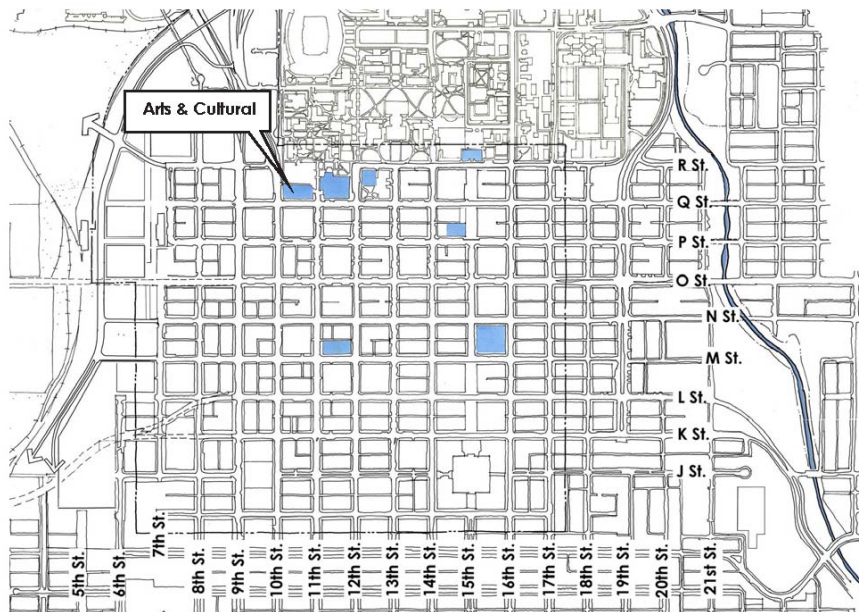
public arts and cultural facilities. Development or redevelopment of buildings should emphasize visual and performing arts and supporting uses such as art supply stores.

- **Strengthen the Haymarket District** – already home to a number of private art galleries, the district would be bolstered by additional galleries as well as art studios and "artists lofts."

- **Provide for the relocation of the library** – The framework reflects the preferred relocation of the Downtown Bennett Martin Public Library to the current Penning Auditorium site – as the Library Board recommends.

- **Provide facilities for the Nebraska Historic Society** – currently the society occupies over 200,000 SF of space spread across downtown.

- **Consolidation, and development of a new historic museum** along Centennial Mall, possibly in conjunction with a new public library is encouraged.
- **Provide for festivals** – rights-of-ways may become venues for events staged by organizations such as the Updowntowners (see the Festival/Events Public Realm Framework for additional details).



Arts & Cultural Framework